



## **Thomas Homer-Dixon's *The Upside of Down* book tour is bullfrogpowered with 100% green electricity!**

Bullfrog Power is the first and only 100% green electricity retailer in Ontario. Bullfrog Power sources power exclusively from wind and low-impact water power generators that meet or exceed the federal government's Environmental Choice<sup>M</sup> Program EcoLogo<sup>M</sup> standard for renewable electricity. Bullfrog Power provides businesses, non-profits, and consumers with a new way to support renewable power. For more information on switching your home or business to clean, green electricity, visit [www.bullfrogpower.com](http://www.bullfrogpower.com).

Bullfrog Power has made the following assumptions in order to calculate the amount of green power and renewable energy certificates required by Thomas Homer-Dixon's *The Upside of Down* book tour:

- each book tour event takes place in a room of 10,000 square feet, and lasts for 8 hours (including set up and tear down)
- the electricity intensity of each square foot is 25 kWh/year. This is a conservative estimate given that office space intensity is estimated at 18.9 kWh/year by the US Department of Energy.  
(Source: [http://www.eia.doe.gov/emeu/consumptionbriefs/cbecs/pbawebbsite/office/office\\_howuseelec.htm](http://www.eia.doe.gov/emeu/consumptionbriefs/cbecs/pbawebbsite/office/office_howuseelec.htm))

Using these assumptions, each day's event uses 228 kWhs, and the tour's total is 4.8 MWh, broken down as follows: 1.4 MWh for Ontario events, 1.1 MWh for non-Ontario Canadian events and 2.3 MWh for US events. Bullfrog Power will ensure that those amounts of renewable electricity are generated and that the associated certified environmental attributes are retired on behalf of the tour.